

Burnet County Tourism Contract

Attn: Blair Manning- Tourism & Marketing Director of Burnet County

Proposed by:

The 1 Community- Brian Stevens, Jacob Aston

Project Summary

Establish foundation/framework of photo, video, drone and social media mediums within adventure categories/destinations in Burnet County driving more heads in beds through “*Find your Adventure*” strategy.

Project Scope

“*Find your Adventure*” strategy= More heads in beds

- Timeline: **March-August 2025**
- Rate: **\$1,500.00 per month**
- **Content Deliverables (website, social media + ad formatting)**
 - Evergreen per month
 - Photos= 30-40
 - Production Videos= 8-10
 - Aerial/drone= 6-10
- **Project Management Deliverables**
 - Initial/1x Social Media Management audit
 - Initial/1x Website audit/framework
 - Create flowchart of products/categories
 - Tiered approach month over month, creating “Find your Adventure” interface
 - Manage and/or screen potential outside contributors
 - Influencers
 - Creators
 - Media
 - Community leaders (applicable to targeted categories)
 - Identify grant/bond opportunities to support efforts (if/when applicable)

Adventure Categories in Project Scope

- Boating
- Wake boarding, surfing + water skiing
- Paddle sports
 - Kayaking
 - SUP
- Fishing
- Trail running
- Hiking
- Cycling
 - Mountain Biking
 - Gravel
 - Road
- Power sports
 - Off-roading/wheeling
 - Adventure Moto
- Shooting sports
- Leisure
 - Wineries
 - Breweries
 - Distilleries
 - Local bites

Date:

By: _____

The 1 Community

Date:

By: _____

Burnet County